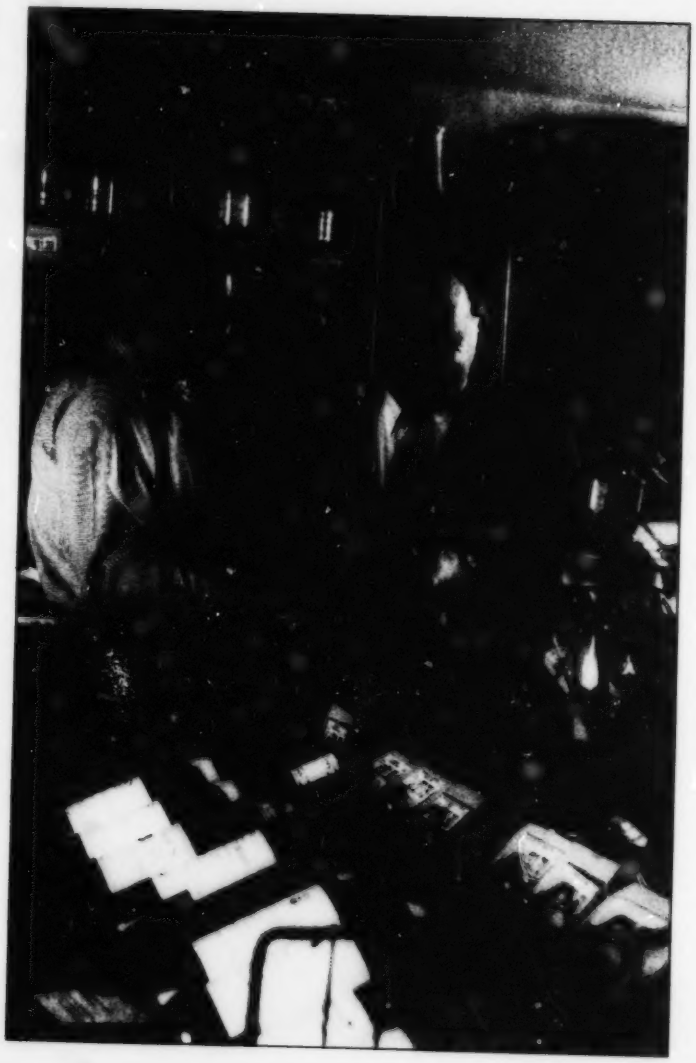

Province of British Columbia

Liquor Distribution Branch

Ministry of Labour
and Consumer Services
James T. Rabbitt, Minister

69th ANNUAL REPORT

FISCAL YEAR ENDED MARCH 31, 1990

91-03771/

Province of
British Columbia

OFFICE OF THE GENERAL MANAGER
LIQUOR DISTRIBUTION BRANCH

Ministry of
Labour and
Consumer Services

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The Honourable James T. Rabbitt
Minister of Labour and
Consumer Services
Parliament Buildings
Victoria, B.C.

Sir,

I have the honour to transmit herewith the sixty-ninth Annual Report of the Liquor Distribution Branch, covering the year ending March 31, 1990. Minister responsible for the branch until November 1989 was the Honourable Lyall Hanson; Minister for remainder of fiscal year was the Honourable Norman Jacobsen.

Ian C. Munroe
General Manager

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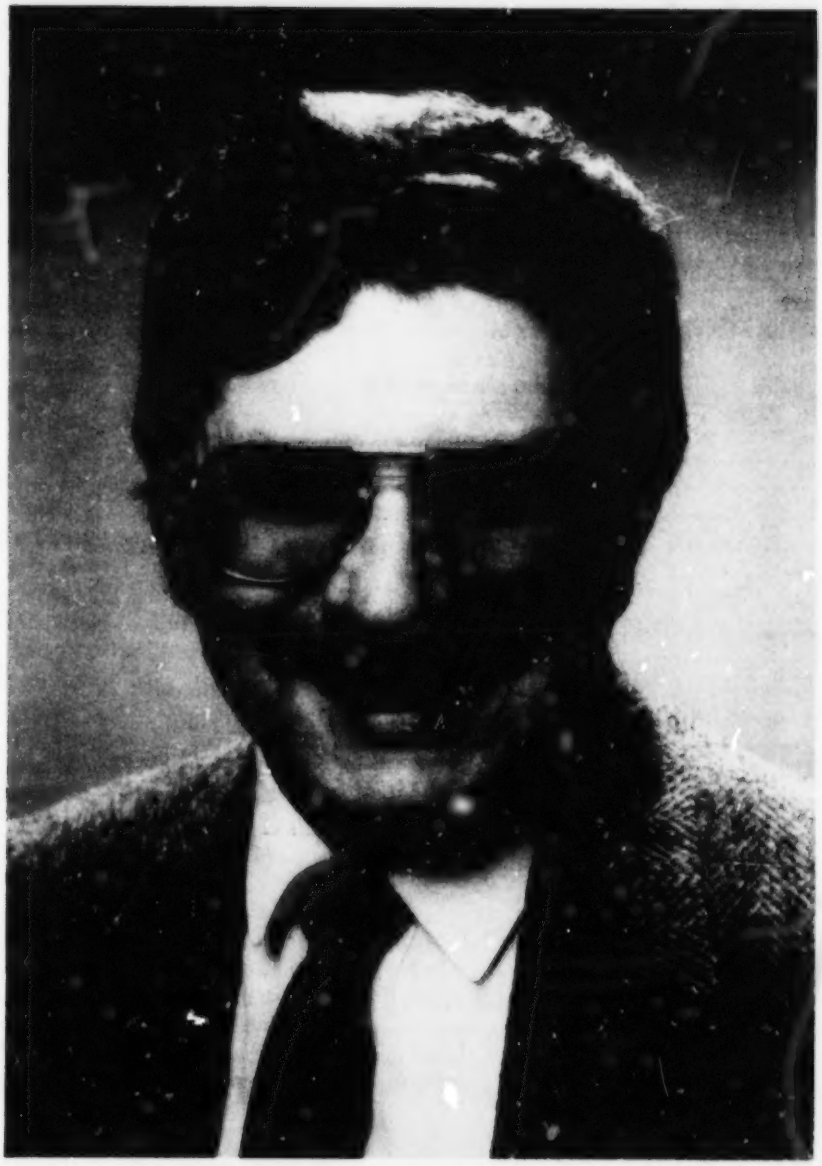
EXECUTIVE ORGANIZATION

As at March 31, 1990

MINISTRY OF LABOUR AND CONSUMER SERVICES	Minister – The Honourable Norman Jacobsen
	Deputy Minister – Claude Heywood
B.C. LIQUOR DISTRIBUTION BRANCH	General Manager (Acting) – L.N. Dyer
	Director of Finance (Acting) – S. W. Harris
	Director of Store Operations – W.P. Cross
	Director of Purchasing – P.W. Choate
	Director of Merchandising and Communications – M.H. Walford
	Director of Systems and Administration – I.C. Munroe
	Director of Loss Prevention – J.R. Bowcott
	Director of Internal Audit – D.W. Chung
	Director of Personnel Services – P.N. Mulcahy
	Executive Secretary – L.A. Burfoot
	Director of Distribution – D.B. Wilkinson



The Honourable James T. Rabbitt
Ministry of Labour and Consumer Services

Minister Responsible – Liquor Distribution Branch

VALUE STATEMENT

The Liquor Distribution Branch operates the primary liquor retail and wholesale distribution system in British Columbia, and as such we recognize our corporate responsibility to provide, through innovation and energetic effort, the following support and services:

1) A high standard of service to our customers in both our retail and wholesale functions, recognizing the key role our employees play in providing service that is helpful, courteous and efficient;

2) A modern retail environment for our customers and staff;

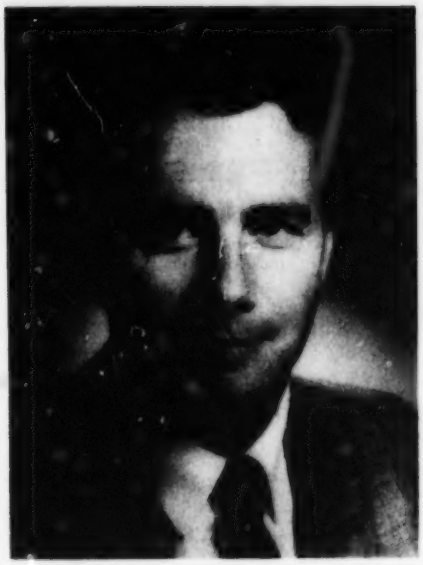
3) A range of quality products, broad enough in assortment to satisfy the needs of our customers throughout B.C.;

4) Harmonious relationships with industry, union, government, and all British Columbians to combine business effectiveness with a strong awareness of our social responsibilities;

5) Industry-leading programs related to systems, product presentation and optimum inventory control;

6) Programs to raise public awareness of the effects of alcohol abuse;

7) Programs to lessen the impact of our industry on the environment.



Ian Munroe
General Manager

MESSAGE FROM THE GENERAL MANAGER

During the fiscal year 1989/90, the Liquor Distribution Branch renovated twelve stores, replaced seven stores, opened five new rural agency stores and closed one store.

On March 31, 1990, there were 216 government liquor stores, 130 rural agency stores in remote communities located in premises that may also sell general merchandise, and 92 industry agency appointments operating at 41 locations where manufacturers can sell their own products. Twelve of the operators at these locations also have direct agency appointments with the Liquor Distribution Branch, allowing them to sell wines from any country in the world. In addition, the branch has financial agreements with 170 licensee retail stores. The branch also operates three major warehouses, in Vancouver, Richmond and Kamloops.

During 1989/90, Liquor Distribution Branch revenue increased by 3.8 percent while operating expenses increased by 14.1 percent, largely because of discounts to a growing number of private sector retailers, mainly licensee retail stores. Resulting net income of the branch increased 1.1 percent from the previous year to $419.6 million.

This fiscal year was an eventful one with many challenges and changes. Some of the highlights were as follows:

- the first version of the Head Office - Stores Transmission (HOST) computer system was introduced in one B.C. liquor store during the summer of 1989. The in-store computer communicates with head office computers at night relaying product orders, updating prices automatically, receipting stock into store inventory and generating customized cyclical count sheets. More stores and functions were added during the balance of the fiscal year;

- commencing in October 1989 and continuing to fiscal year-end, occupants of the branch moved to three floors of a high-rise business block at 1050 West Pender Street in order to allow removal of asbestos from the old head office building at 3200 East Broadway. This monumental project involving about 200 employees and their equipment was accomplished with a minimum of difficulty over a week-end;

- the branch responded to a new public awareness of environmental and alcohol abuse issues. The branch began to work with suppliers, other jurisdictions and other ministries to help solve the environmental and recycling problems related to our industry. While some issues were resolved, most of this work will show positive results during the 1990/91 fiscal year;

• the branch mounted its heaviest Responsibility Program against alcohol abuse through signage in stores, window painting, bag messages and negotiations for the listing of de-alcoholized products in liquor stores. The branch distributes pamphlets for, and supports, organizations such as M.A.D.D., CounterAttack and the government's TRY Program; and,

• branch General Manager A. David Anderson resigned effective February 28, 1990, to re-enter the private sector. The LDB owes Mr. Anderson a debt of gratitude for the enormous impact he had on the branch during his short tenure. We are now a more modern, customer-oriented, open and accessible organization as a result of his efforts on our behalf. Our thanks also go to Laurie Dyer, former Director of Finance, who demonstrated a high standard of leadership excellence as Acting General Manager following Mr. Anderson's departure.

In the new fiscal year the branch continues its progress in all areas but with particular emphasis on "leading edge" systems development and strategic planning for the 1990s. It is our objective to become the most progressive and customer-service oriented liquor organization in North America.

I would like to take this opportunity to thank all branch employees whose dedication to excellence made such a successful and satisfying year possible. ○

MODERATION AND RESPONSIBILITY

The Liquor Distribution Branch actively promotes the moderate and responsible use of the products it sells. To this end, the branch participates in many anti-alcohol-abuse initiatives, including the TRY Program (The Responsibility is Yours) and the CounterAttack drinking/driving awareness campaign.

In the past year, the branch assisted in a subsidized taxi program operated at the Vancouver International Wine Festival (and continued into the 1990/91 fiscal year at other similar events); printed cautionary messages on store receipt tapes and shopping bags; incorporated the TRY logo in the official 1989 Christmas window design, and gave away TRY Christmas coasters; distributed numerous warning/educational posters and "danglers" to the stores; displayed in the stores brochures and pamphlets from many anti-abuse organizations; gave away free stickers warning, "If you drink, don't drive"; and printed cautionary messages in the *BCL Guide to Products and Services*. ○

OPERATIONAL REVIEW

Store System
Agency Stores
Inventory
Product Portfolio
Loss Prevention
DistributionPurchasing
Special Events
Environmental Services
Merchandising
Communications

STORE SYSTEM

As at March 31, 1990, the store system comprised 216 retail outlets.

During the 1989/90 fiscal year, one store was closed in Port Hardy and one new store opened in Vancouver at Broadway and Cambie. Replacement premises were opened in North Kamloops, New Westminster, Aldergrove, Whalley, Coquitlam, North Vancouver and Ladysmith.

Existing premises were completely renovated at Kelowna Westbank, Port Coquitlam, Invermere, Mackenzie, Prince George 10th Avenue, Richmond Shellmont, Summerland, Golden, Princeton, Cumberland, Sidney and West Quesnel.

Nine special event stores were operated by the branch in conjunction with wine festivals in Vancouver, Victoria and the Okanagan Valley.

Minor upgradings, including enhancing product displays, customer service, security and general maintenance, were carried out in 63 stores.

The branch administration offices were relocated to temporary space for a period of eight months to facilitate the removal of asbestos-containing material from 3200 East Broadway.

Friendly service awaits at Nanaimo's Harbour Park store

Ribbon cutting ceremony opens new Jericho Village store.

AGENCY STORES

Agency store appointments are made by the Minister under Section 8(5) of the Liquor Distribution Act.

The Rural Agency Stores provide liquor service in communities where it is not feasible to establish a branch-operated liquor store. These stores are established in conjunction with a grocery or general store and operate under a two-year renewable agreement. These stores must carry a selection of wines, beers and spirits, to sell at Liquor Distribution Branch prices, and for which they receive a 10 percent discount. There were 130 Rural Agency Stores as at March 31, 1990.

Industry Agency Stores are liquor outlets operated by the B.C. liquor industry. At year end, there were 39 of these outlets comprising 23 stores at manufacturing plants, 10 free-standing winery stores and six winery outlets located in non-liquor establishments.

Independent agency appointments provide the operators of 12 private wine stores with the opportunity to carry B.C. and imported wines.

INVENTORY

Inventory control measures for the branch will become increasingly important as we move into the next fiscal year. As the figures in the table below indicate, the branch's portfolio has continued to grow at a fast rate, indeed faster than sales. Walking the delicate balance between product selection and good economic control on inventories is a challenge for the department. However, the portfolio cannot continue to grow unchecked if sales do not follow suit.

Nonetheless, the branch has achieved a significant product selection.

A major challenge for inventory control within the purchasing function will be the administrative flow to ensure that goods move in the most expeditious manner into the branch's distribution centres. This will mean an increasing emphasis on administrative efficiency in order to strive for a process closer to "just-in-time" inventory.

PRODUCT PORTFOLIO

(as at March 31, 1990)

The product portfolio has grown by over 600 products in the last year, with approximately 80% of this growth taking place in the specialty portfolio.

	1988/89	1989/90	% Change
Specialty Listings	1,434	1,967	37.2
General Listings:			
Spirits/Liqueurs	439	450	2.5
Wines	851	944	10.9
Coolers/Cider	103	105	–
Beer	122	141	15.6
Total General Listings	1,515	1,640	8.3
Total Portfolio	2 ,949	3,607	22.3

LOSS PREVENTION

During this fiscal year, the Loss Prevention Department has redirected its resources and conducted a major review of its administrative procedures and programs, which is in keeping with its proactive role.

Several Canadian liquor boards have incorporated a number of the Loss Prevention Department's security programs into their respective operations and security manuals. Also, the majority of these boards have purchased copies of the branch's Shoplifting Prevention film.

The branch is cognizant of the need to provide data security, which encompasses the protection of data and data processing systems, from threats to confidentiality, integrity or availability. The Data Security Section of the Loss Prevention Department continues to ensure that appropriate controls are in place.

A new innovation of the Department is the application of micro-computer technology to assist in conducting investigations. One Loss Prevention Officer has recently completed three months' training in the use of micro-computers.

Effective action by the branch has reduced the number of breaking and entering and theft incidents at government liquor stores from 232 incidents in 1986/87 to 102 incidents in 1989/90. Clearly, the province-wide store alarm monitoring system and closed-circuit television system have enabled the police to apprehend a sizeable number of the persons responsible for these incidents.

Considerable progress has been made in the revision of the Loss Prevention Manual and the development of new policy statements and procedures for the Department's Operating Manual.

DISTRIBUTION

At the close of the 1989/90 operating year the Distribution Department, through its distribution facilities located in Vancouver and Kamloops, shipped a total of 8.05 million cases of spirits, wines, and imported beers to the 216 government liquor stores located throughout the province. This year's volume represents a small 0.06 percent decrease from the previous year. However, the trend remains relatively flat over the last 10 years where volumes have averaged 8.2 million cases per year.

The Distribution Department continued to expand its product storage facilities to accommodate the growing portfolio of product selections. With approximately 4,500 listings in storage, our two distribution centres are now approaching capacity in terms of further expansion. Our product turnover (volume of units issued), however, still has room to increase.

Inventory management has been the single most important issue during the past year. The Distribution Department has assisted Store Operations with inventory concerns by providing excess product returns and by issuing individual bottle orders for expensive or seasonal items. The Distribution Department is working very closely with Purchasing in development of a state-of-the-art ordering module system.

Lastly, the Distribution Department has commenced evaluation of a new distribution system that will replace the present obsolete system. Goals of the new system, expected to be in place in the next operating year, are improved information logic, on-line and accurate inventory management control, higher service levels of product availability and a more productive and knowledgeable environment. Technological change has become a reality and is being addressed by management and by the workplace employees.

PURCHASING

Adjustments to international trade obligations continued as a predominant theme in this past fiscal year. Markup adjustments required under both the Free Trade Agreement and the GATT Agreement, (arising out of a trade complaint by the European Economic Community under the GATT), have resulted in a continuing convergence of the retail prices of domestic and import products, particularly in the wine sector.

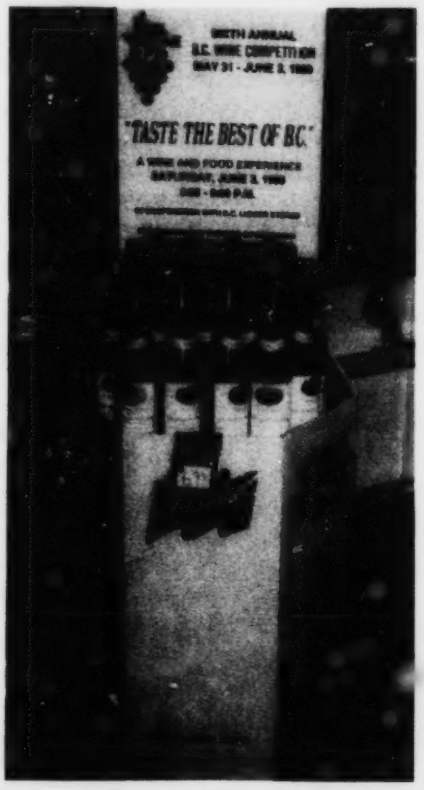
Changes in the brewing industry have been most predominant with the merger of two of Canada's three major brewers. Further changes are not anticipated until an interprovincial trade agreement on beer is achieved, possibly in the next fiscal year. Increased pressure on provincial liquor authorities to reduce protec-

Customer Service is the bottom line for these store managers

tionist measures currently in place for the domestic brewing industry will continue to arise as a result of pressure from both the European Economic Community and the United States.

As a result of the EEC complaint, national treatment has already been extended to beer listings, which results in both the domestic and import suppliers being treated equally for the purposes of listings.

In the non-liquor sector, the Purchasing Department has been active in searching out and arranging supplies of environmentally friendly products, including recycled office paper, reuseable cloth shopping bags, recycled paper bags, and safer cleaning materials. These products are used in both the store system and head office. ○



In-store promotions feature "The Best of B.C."

SPECIAL EVENTS

The branch participated in several special events during 1989/90. As part of the branch's commitment to encourage moderate and discriminating use of beverage alcohol, the branch takes part in charity-sponsored wine festivals such as the Vancouver International Wine Festival, the Kiwanis International Wine Festival, the Sonoma County Wine Tasting and the Victoria Art Gallery's Festival of Wines. Other festivals, such as the PNE B.C. Wine Competition and the Okanagan Wine Festival, feature locally-produced wines, and participation in these events is part of the branch's support of the B.C. wine industry.

Temporary on-site stores are erected for the duration of these events, allowing those in attendance to purchase products they have just tasted. In addition, posters advertising the events are produced by the branch for display in the stores, notices are printed on bags, and ads and articles promoting the events are printed in the *BCL Guide to Products and Services*. ○

ENVIRONMENTAL SERVICES

Environmental Services is responsible for coordinating and monitoring programs regarding the collection and recycling of empty containers throughout the province. The department is responsible for the initiation, implementation and control of policies and procedures with the aim of reducing, reusing and recycling materials that would otherwise be destined for landfills.

Policies implemented at head office in 1989/90 resulted in the collection and recycling of 35 tons of recyclable material. British Columbia's dedication and commitment to the environ-

ment has resulted in the highest empty container recovery program in Canada — currently, 98 percent of bottled and 78 percent of canned beer containers are being recovered and recycled in the province.

Increasing public awareness and responding to public concerns are high priorities for this department. The Green Team, made up of LDB volunteers, was formed in order to promote recycling at public events, such as wine festivals, in which the branch participates.

Reusable cloth bags were introduced into the stores, and a province-wide store recycling program was developed.

The ultimate goal of Environmental Services is to eliminate most non-recyclable materials from the branch and to recycle all others. ○

Three enthusiastic members of the "Green Team"

MERCHANDISING

As part of the Merchandising and Communications Department, the Image Program provides and controls display access to the stores by all suppliers of beverage alcohol. The purpose of the program is: to provide an interesting and colorful shopping environment; to be responsive to customers in the choice of display material (with newness being a major criterion for acceptance of displays by the branch); to be fair to suppliers by providing them with an excellent opportunity to compete with each other in the stores; and to encourage moderation in the consumption of beverage alcohol products through the Responsibility Program.

While the Image Program was initiated in 1985 primarily to provide liquor suppliers with promotional opportunities similar to those found in any private sector industry, the branch has, over the years, strengthened the responsibility content in order to balance the promotional content. These messages mainly target the two major effects of alcohol abuse: drinking/driving and Fetal Alcohol Syndrome. It is now a major objective of the Image Program to display at all times, in every store, a cautionary message related to one or both of these social problems.

The Taste Program provides and controls suppliers' access to Liquor Distribution Branch stores for the purpose of offering small samples of beverage alcohol products to the consuming public. There is no evidence that either the Taste Program or the Image Program increases overall consumption. The Taste Program is simply an opportunity for suppliers to present new and established products to the public for the purpose of taste comparisons. ○

Imagination and creativity inspired this old-time display in Quesnel

COMMUNICATIONS

The Liquor Distribution Branch is responsible for the production of several publications of interest to the public, the beverage alcohol industry and the media.

One of the most widely distributed of these publications is the *BCL Guide to Products and Services*, a handy digest-sized magazine free in all B.C. liquor stores. The *Guide* contains a complete listing of all products available at B.C. liquor stores, including price and other information. In addition, many popular and knowledgeable writers contribute articles about all types of beverage alcohol, from the finest wines to the best beers. The *Guide* also features moderation and responsibility messages, notices of upcoming events (such as wine festivals), and paid supplier advertising.

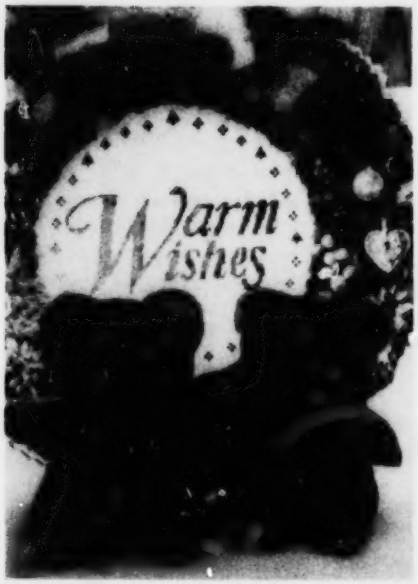
Also available from the branch Merchandising and Communications Department are: the *Wine Press*, (a monthly newsletter highlighting wines); Store Location Guides; Special Event price lists; Annual Reports; and *The Grapevine*, the monthly staff newsletter.

The Merchandising and Communications Department advises and assists other LDB departments with their communications needs, and answers inquiries from both the public and the media.

The Quarterly Market Review is produced by the Corporate Research and Policy Development Division, and provides, in tabular and chart form, sales data and trends (by product category) for the province of B.C. The *QMR* is available free-of-charge to the public and industry groups. ▢

TWIN BEARS

Christmas 1989 saw a new product for sale in B.C. liquor stores — teddy bears! The bears were sold in pairs, with one bear going with the customer, and its twin being donated to a local charity. This program was very



Warm wishes from a pair of Twin Bears

popular with our customers, our staff, and the many children whose Christmas was brightened by the addition of a cute, cuddly teddy bear. This program will be repeated in 1990. ▢

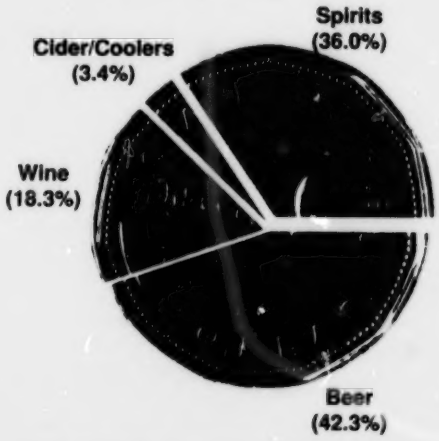
STATISTICAL REVIEW

Retail Sales
Gross Profit
Volume Consumption
Absolute Alcohol Consumption
Spirits by Origin
Wine by Origin
Historical Volume Sales by Category
Historical Retail Sales by Category
Sales by Category - Counter and Licensee (Dollars)
Sales by Category - Counter and Licensee (Litres)
Provincial Retail Dollar Sales by Source
Application of Liquor Distribution Branch Revenues
Retail Price Breakdown
Personnel Recruitment Activity

STATISTICAL REVIEW

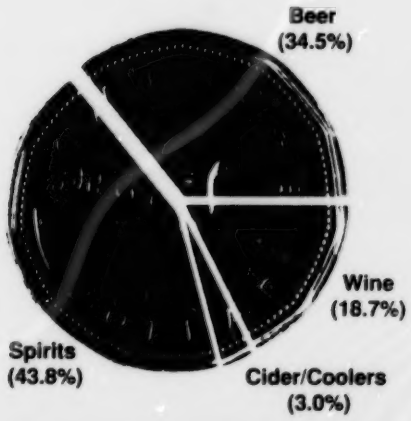
RETAIL SALES

TOTAL = $ 1,297.8 MILLION



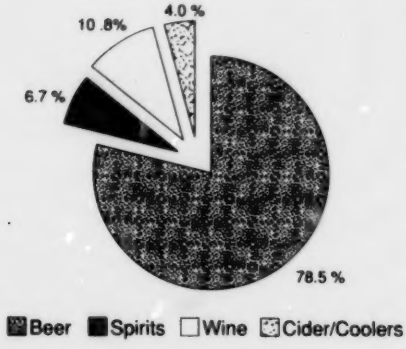
GROSS PROFIT

TOTAL = $ 574.4 MILLION



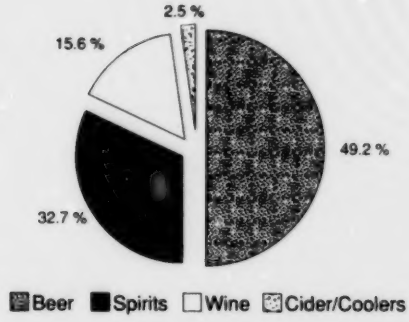
VOLUME CONSUMPTION

TOTAL = 314.8 Million Litres

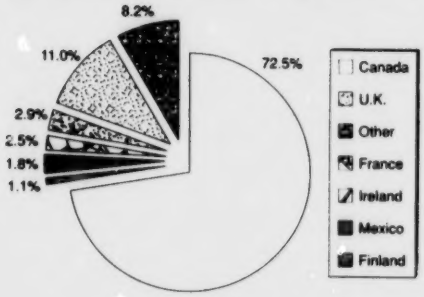


ABSOLUTE ALCOHOL CONSUMPTION

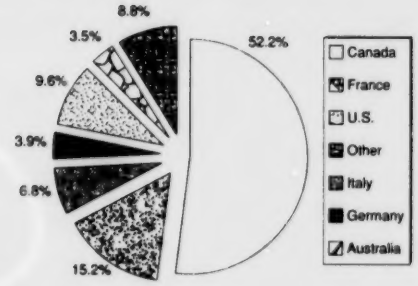
TOTAL = 24.9 Million Litres



SPIRITS BY ORIGIN



WINE BY ORIGIN

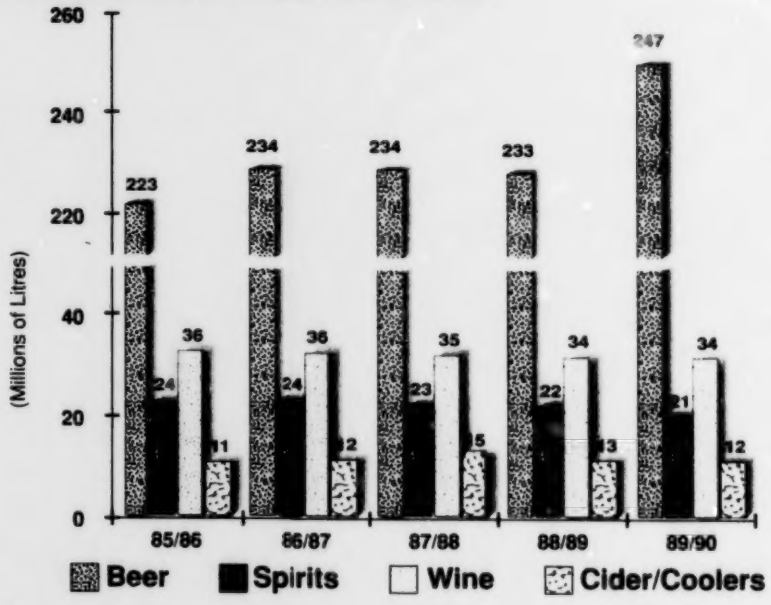


HISTORICAL VOLUME SALES BY CATEGORY

(thousands of litres)

	1985/86	Change %	1986/87	Change %	1987/88	Change %	1988/89	Change %	1989/90
SPIRITS									
Domestic	17,706	-0.5	17,615	-5.2	16,706	-6.3	15,660	-10.9	13,948
Imported	6,025	0.6	6,062	-2.8	5,891	-0.6	5,857	23.2	7,215
TOTAL SPIRITS	23,731	-0.2	23,676	-4.6	22,597	-4.8	21, 517	- 1 . 6	21,163
WINE									
Domestic	21,455	2.2	21,935	-4.6	20,928	-5.8	19,717	-16.5	16,464
Imported	15,040	-6.9	14,001	-3.1	13,567	2.0	13,836	24.4	17,206
TOTAL WINE	36,495	-1.5	35,937	-4.0	34,495	-2.7	33,552	0.4	33,670
BEER									
Domestic	214,411	4.0	222,900	-0.7	221,370	-1.8	217,430	5.7	229,809
Imported	8,783	21 . 3	10,649	14.3	12,168	29.4	15,739	8.8	17, 121
TOTAL BEER	223,194	4.6	233,540	0.0	233,538	-0.2	233,169	5.9	246,930
CIDER	6,837	4.3	7,133	16.6	8,315	-25.1	6,228	-7.1	5,785
COOLERS	3,935	25.2	4,928	43.4	7,066	0.8	7,119	-6.1	6,688
TOTAL VOLUME	294,191	3.7	305,222	0.3	306,010	-1.4	301,585	4.2	314,236
TOTAL ABSOLUTE ALCOHOL	24,958	1.9	25,420	-1.6	25,002	-2.7	24,327	2.2	24,855

HISTORICAL VOLUME SALES BY CATEGORY



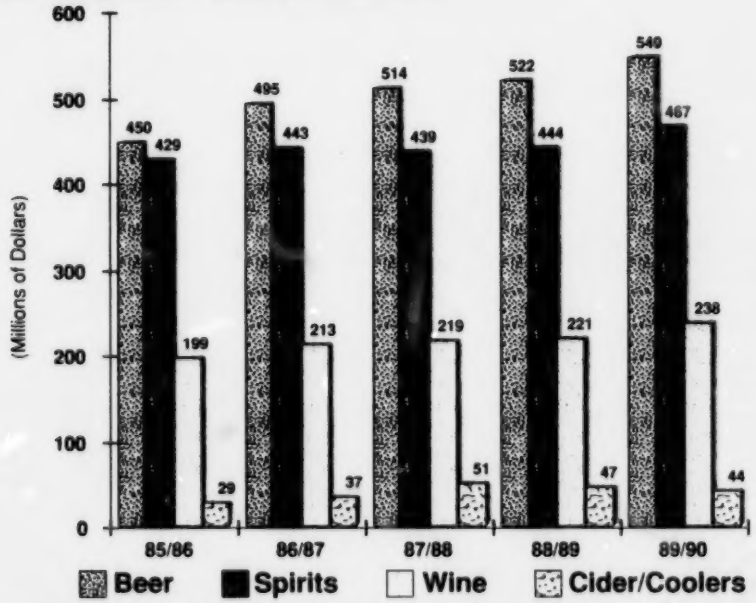
HISTORICAL RETAIL SALES BY CATEGORY

(thousands of dollars)

	1985/86 $	Change %	1986/87 $	Change %	1987/88 $	Change %	1988/89 $	Change %	1989/90 $
SPIRITS									
Domestic	303,826	2.9	312, 668	-1.6	307,559	-0.6	305,646	-6.8	284,901
Imported	124,767	4.4	130,241	1.2	131,763	4.6	137,863	24.1	171,093
TOTAL SPIRITS	428,593	3.3	442,909	-0.8	439,322	1.0	443,508	2.8	455,994
WINES									
Domestic	89,542	7.9	96,659	5.1	101,588	-1.4	100,207	-13.9	86,251
Imported	109,063	6.4	115,999	0.9	117,086	3.2	120,786	20.4	145,472
TOTAL WINES	198,604	7.1	212,659	2.8	218,674	1.1	220,993	4.9	231,723
BEER									
Domestic	427,958	9.1	466,963	3.3	482,200	0.1	482,816	4.8	506,053
Imported	22,513	26.5	28,471	12.5	32,028	21.9	39,046	8.2	42,259
TOTAL BEER	450,472	10.0	495,434	3.8	514,228	1.5	521,862	5.1	548,312
CIDER	17,824	15.4	20,568	26.3	25.975	-21.7	20,349	-13.2	17,672
COOLERS	11,580	38.5	16,038	53.2	24,572	9.1	26,811	-1.7	26,359
TOTAL SALES	1,107,073	7.3	1,187,607	3.0	1,222,771	0.9	1,233,524	3.8	1,280,060

Note: Figures exclude Provincial Sales Tax.

HISTORICAL RETAIL SALES BY CATEGORY



SALES BY CATEGORY - COUNTER AND LICENSEE (Dollars)

for the year ended March 31, 1990

DOLLARS	1990 Counter	1990 Licensee	1990 Total	1989 Total	(Decrease) Increase $	(Decrease) Increase %
SPIRITS						
Canadian	241,846,004	43,054,755	284,900,759	305,645,843	(20,745,084)	(6.8)
Imported	131,055,024	40,038,234	171,093,258	137,862,626	33,230,632	24.1
	372,901,028	83,092,989	455,994,017	443,508,469	12,485,548	2.8
WINES						
British Columbia	75,368,863	9,964,817	85,333,680	99,274,348	(13,940,668)	(14.0)
Other Canadian	828,169	88,831	917,000	932,431	(15,431)	(1.7)
	76,197,032	10,053,648	86,250,680	100,206,779	(13,956,099)	(13.9)
Imported	106,195,557	39,276,869	145,472,426	120,786,337	24,686,089	20.4
	182,392,589	49,330,517	231,723,106	220,993,116	10,729,990	4.9
MALT LIQUOR						
Canadian	318,989,103	187,064,087	506,053,190	482,815,685	23,237,505	4.8
Imported	32,249,640	10,009,084	42,258,724	39,046,216	3,212,508	8.2
	351,238,743	197,073,171	548,311,914	521,861,901	26,450,013	5.1
CIDER						
Canadian	12,786,718	4,870,064	17,656,782	20,329,074	(2,672,292)	(13.2)
Imported	14,949	620	15,569	20,279	(4,710)	(23.2)
	12,801,667	4,870,684	17,672,351	20,349,353	(2,677,002)	(13.2)
COOLERS						
Canadian	19,843,151	5,144,173	24,987,324	25,959,520	(972,196)	(3.8)
Imported	1,322,809	48,896	1,371,705	851,888	519,817	61.0
	21,165,960	5,193,069	26,359,029	26,811,408	(452,379)	(1.7)
TOTAL LIQUOR SALES	940,499,987	339,560,430	1,280,060,417	1,233,524,247	46,536,170	3.8
Non-Alcoholic	600,562		600,562	582,817	17,745	3.0
TOTAL LDB SALES	941,100,549	339,560,430	1,280,660,979	1,234,107,064	46,553,915	3.8

SALES BY CATEGORY - COUNTER AND LICENSEE (Litres)

for the year ended March 31, 1990

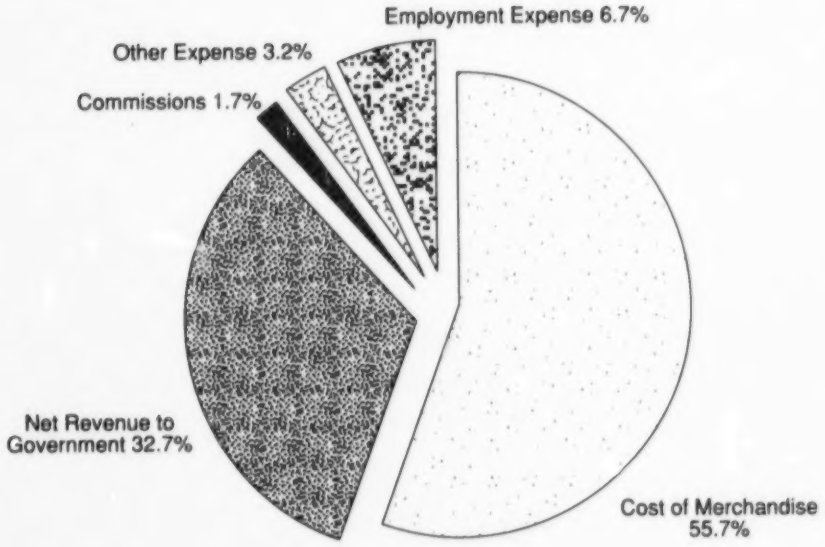
LITRES	1990 Counter	1990 Licensee	1990 Total	1989 Total	(Decrease) Increase $	(Decrease) Increase %
SPIRITS						
Canadian	11,870,485	2,077,339	13,947,824	15,660,065	(1,712,241)	(10.9)
Imported	5,543,871	1,670,982	7,214,853	5,856,623	1,358,230	23.2
	17,414,356	3,748,321	21,162,677	21,516,688	(354,011)	(1.6)
WINES						
British Columbia	14,369,061	1,988,816	16,357,877	19,604,077	(3,246,200)	(16.6)
Other Canadian	98,707	7,878	106,585	112,625	(6,040)	(5.4)
	14,467,768	1,996,694	16,464,462	19,716,702	(3,252,240)	(16.5)
Imported	12,853,565	4,351,969	17,205,534	13,835,616	3,369,918	24.4
	27,321,333	6,348,663	33,669,996	33,552,318	117,678	0.4
MALT LIQUOR						
Canadian	137,294,987	92,513,876	229,808,863	217,430,003	12,378,860	5.7
Imported	14,053,747	3,067,655	17,121,402	15,739,310	1,382,092	8.8
	151,348,734	95,581,531	246,930,265	233,169,313	13,760,952	5.9
CIDER						
Canadian	4, 237, 942	1, 544, 700	5, 782, 642	6, 225, 611	(442, 969)	(7.1)
Imported	1, 971	79	2, 050	2, 083	(33)	(1.6)
	4,239,913	1,544,779	5,784,692	6,227,694	(443,002)	(7.1)
COOLERS						
Canadian	5, 071, 573	1, 242, 986	6, 314, 559	6, 878, 680	(564,121)	(8.2)
Imported	360, 723	13,168	373, 891	240, 707	133,184	55.3
	5,432,296	1,256,154	6,688,450	7,119,387	(430,937)	(6.1)
TOTAL LDB SALES	205, 756, 632	108, 479,448	314, 236, 080	301, 585, 400	12, 650, 680	4. 2

PROVINCIAL RETAIL DOLLAR SALES BY SOURCE

	1987/88 %	1988/89 %	1989/90 %
COUNTER SALES			
Liquor Distribution Branch Stores	62.9	61.1	59.3
Licensee Retail Stores	6.8	9.4	11.4
Rural Agency Stores	2.1	2.3	2.6
Industry Agency Stores	0.6	0.6	0.2
TOTAL COUNTER SALES	72.4	73.4	73.5
LICENSEE SALES	27.5	26.6	26.5
TOTAL SALES	100.0	100.0	100.0

Note: – Figures are percentages of total provincial retail dollar sales excluding provincial sales tax. Individual figures may not add to totals due to rounding.
– The licensee figure refers to licensees and not licensee sales to the public.

APPLICATION OF LIQUOR DISTRIBUTION BRANCH REVENUES FISCAL YEAR 1989 / 90



NOTE: based on total LDB sales of $ 1,280.7 million and other income of $ 4.3 million. Cost of merchandise includes wholesale cost, agents' domestic charges, federal duties and federal taxes. Other expenses include store costs, freight and supplies.

RETAIL PRICE BREAKDOWN

Examples as at March 31, 1990

B.C. Table Wine
750 ml bottle

Prime Cost to LDB	1.97
Federal Excise/Duty	.34
Federal Sales Tax	.43
Sub-Total	2.74
LDB Markup	1.94
Provincial Sales Tax	.47
Total Cost to Consumer	5.15

Imported Table Wine
750 ml bottle

Prime Cost to LDB	3.00
Federal Excise/Duty	.37
Federal Sales Tax	.53
Sub-Total	3.90
LDB Markup	4.24
Provincial Sales Tax	.81
Total Cost to Consumer	8.95

Domestic Spirits
750 ml bottle

Prime Cost to LDB	3.44
Federal Excise/Duty	3.22
Federal Sales Tax	1.26
Sub-Total	7.92
LDB Markup	9.31
Provincial Sales Tax	1.72
Total Cost to Consumer	18.95

Imported Spirits
750 ml bottle

Prime Cost to LDB	4.37
Federal Excise/Duty	3.24
Federal Sales Tax	1.18
Sub-Total	8.79
LDB Markup	10.76
Provincial Sales Tax	1.95
Total Cost to Consumer	21.50

Regular Bottled Domestic Beer
(Case of 12 x 341 ml)

Prime Cost to LDB	5.08
Federal Excise/Duty	.79
Federal Sales Tax	1.12
Sub-Total	6.99
LDB Markup	3.87
Provincial Sales Tax	1.09
Total Cost to Consumer	11.95

Bottled Imported Beer
(Case of 6 x 355 ml)

Prime Cost to LDB	3.28
Federal Excise/Duty	.48
Federal Sales Tax	.55
Sub-Total	4.31
LDB Markup	3.83
Provincial Sales Tax	.81
Total Cost to Consumer	8.95

PERSONNEL RECRUITMENT ACTIVITY

April 1 - March 31 (1989 / 90)

NUMBER OF POSITIONS POSTED 139
NUMBER OF POSITIONS FILLED 119

AUXILIARIES & STATUTORY TERMS HIRED:

Administration 61
Stores 926
Distribution 40

TOTAL 1,027

RESIGNATIONS (AUXILIARIES & REGULARS) 239

RETIREMENTS 7

TOTAL NUMBER OF LDB EMPLOYEES AS AT MARCH 31:

Regular	Administration & Warehouse	461
	Stores	1,566
Auxiliary	Administration & Stores	1,215

TOTAL 3,242

BASIC PRODUCT KNOWLEDGE

Number of participants completed ..... Fall 1989 = 73
Number of participants completed ..... Spring 1990 = 47

TOTAL =120

ADVANCED PRODUCT KNOWLEDGE

Number of participants completed ..... Fall 1989 = 28
Number of participants completed ..... Spring 1990 = 18

TOTAL = 46

FINANCIAL STATEMENTS

Balance Sheet
Statement of Income
Statement of Changes in Province of British Columbia Advance
Statement of Changes in Financial Position
Notes to Financial Statements
Operating Expenses
Store Sales by Economic Development Region

FINANCIAL STATEMENTS

for the year ended March 31, 1990

BALANCE SHEET AS AT MARCH 31, 1990

BRITISH COLUMBIA LIQUOR DISTRIBUTION BRANCH

ASSETS

	1990 $	1989 $
CURRENT ASSETS		
Cash	5,736,347	3,937,957
Accounts receivable	2,556,029	2,974,743
Inventories	55,617,137	58,008,311
	63,909,513	64,921,011
FIXED ASSETS, at cost (note 3)	42,159,703	39,630,778
Less accumulated depreciation	33,976,302	31,189,710
	8,183,401	8,441,068
	72,092,914	73,362,079

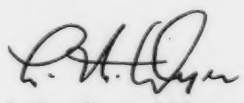
LIABILITIES

CURRENT LIABILITIES		
Accounts payable and accrued liabilities	55,122,754	58,963,023
PROVINCE OF BRITISH COLUMBIA		
Advance	16,970,160	14,399,056
	72,092,914	73,362,079

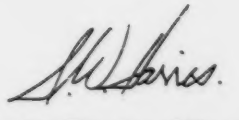
Commitments and Contingencies (notes 5, 6 & 8)

The accompanying notes and the Schedule are an integral part of these financial statements.

Approved By:



Acting General Manager



Acting Director of Finance

AUDIT

An auditor's opinion has not been expressed on these financial statements. The accounts of the Branch have been examined by the Auditor General as part of the audit of the Government's Combined Financial Statements.

STATEMENT OF INCOME

for the year ended March 31, 1990

	1990 $	1989 $
SALES (note 4)	1,280,660,461	1,234,107,064
COST OF MERCHANDISE SOLD	715,645,983	692,321,887
	565,014,478	541,785,177
OPERATING EXPENSES	149,706,648	131,149,650
	415,307,830	410,635,527
OTHER INCOME	4,290,478	4,578,468
NET INCOME	419,598,308	415,213,995

STATEMENT OF CHANGES IN PROVINCE OF BRITISH COLUMBIA ADVANCE

for the year ended March 31, 1990

	1990 $	1989 $
Balance at beginning of year	14,399,056	25,647,004
Net Income	419,598,308	415,213,995
Cash payments to Provincial Treasury	(417,027,204)	(426,461,943)
BALANCE AT END OF YEAR	16,970,160	14,399,056

STATEMENT OF CHANGES IN FINANCIAL POSITION

for the year ended March 31, 1990

	1990 $	1989 $
CASH PROVIDED BY OPERATIONS		
Net Income	419,598,308	415,213,995
Amounts charged against income not requiring an outlay of cash:		
Depreciation	2,909,704	2,797,709
Gain on disposal of fixed assets	(252,909)	(151,693)
Decrease (Increase) in accounts receivable	418,714	(501,632)
Decrease (Increase) in inventory	2,391,174	977,267
Increase (Decrease) in accounts payable	(3,840,270)	7,010,453
	421,224,721	425,346,099
CASH PAYMENTS TO PROVINCIAL TREASURY	(417,027,204)	(426,461,943)
	4,197,517	(1,115,844)
CASH USED FOR INVESTMENT IN FIXED ASSETS		
Acquisition of fixed assets	(2,657,998)	(1,756,267)
Proceeds on Disposal	258,871	151,693
	(2,399,127)	(1,604,574)
INCREASE (DECREASE) IN CASH	1,798,390	(2,720,418)
CASH AT BEGINNING OF YEAR	3,937,957	6,658,375
CASH AT END OF YEAR	5,736,347	3,937,957

NOTES TO FINANCIAL STATEMENTS

for the year ended March 31, 1990

1. STATUS OF THE BRANCH

The Liquor Distribution Branch obtains its authority for operation from the Liquor Distribution Act which was administered by the Ministry of Labour and Consumer Services. As stated in Section 2 of this Act, the Branch has the sole right to purchase both in and out of the Province liquor for resale and reuse in the Province in accordance with the provisions of the Importation of Intoxicating Liquors Act (Canada).

2. SIGNIFICANT ACCOUNTING POLICIES

As prescribed by Section 18 of the Liquor Distribution Act, the financial statements of the Branch are prepared in accordance with generally accepted accounting principles.

Significant accounting policies followed in the preparation of these financial statements are:

a) Inventories are valued at the latest landed cost which is equal to or less than the net realizable value.

b) Fixed assets are depreciated on a straight line basis as follows:

Buildings	- 7 ½% per annum
Leasehold Improvements	- a minimum of 10% per annum or a rate sufficient to write off the cost over the remaining life of the respective lease.
Furniture, Fixtures, Vehicles & Equipment	- 25% per annum.

NOTES TO FINANCIAL STATEMENTS (cont'd)

for the year ended March 31, 1990

3. FIXED ASSETS

	1990		1989	
	Cost $	Accumulated Depreciation $	Cost $	Accumulated Depreciation $
Land	1,119,007		1,121,657	
Buildings	11,398,208	8,888,425	11,376,424	8,360,158
Leasehold Improvements	4,657,898	4,132,936	4,640,248	3,848,566
Furniture, Fixtures, Vehicles & Equipment	24,984,590	20,954,941	22,492,449	18,980,986
	42,159,703	33,976,302	39,630,778	31,189,710
NET BOOK VALUE	8,183,401		8,441,068	

4. SALES

The Branch is responsible for sales of liquor in the Province. The majority of liquor is sold by the Branch itself. In addition, the Branch has authorized manufacturers in certain situations to sell directly to licensees and consumers. Total sales of liquor are as follows:

	1990 $	1989 $
Total Branch sales	1,280,660,461	1,234,107,064
Less non-alcoholic products	539,991	582,817
	1,280,120,470	1,233,524,247

Other authorized sales not included in these financial statements:

Brew pubs	400,661	237,470
Estate wineries	2,668,019	3,183,000
	3,068,680	3,420,470
TOTAL SALES OF LIQUOR IN THE PROVINCE	1,283,189,150	1,236,944,717

The Branch has authorized the brewers' agent to sell directly to licensees, licensee retail stores and agency stores and these amounts are included as Branch sales.

The Branch has also authorized brew pubs to manufacture and sell directly to the public. The margin on these sales is classified as other income.

The Branch has agreements with estate wineries which allow them to sell directly to the public, licensed establishments and licensee retail stores. Proceeds from the estate winery on-site sales accrue solely to the estate operator.

Total sales of liquor in the Province do not include subsequent resale by licensed establishments, licensee retail stores and agency stores.

5. COMMITMENTS

a) Federal Taxes

The Branch maintains inventory in its bonded warehouse for which federal taxes have neither been paid nor recorded in these financial statements. As at March 31, 1990, the future liability for these taxes approximates $5,300,000. These taxes are payable when inventory is shipped from the bonded warehouse.

b) Lease Premises

Total commitments as at March 31, 1990, for lease of premises are as follows:

		$
Year ended March 31,	1991	9,523,000
	1992	8,461,000
	1993	7,470,000
	1994	6,583,000
	1995	5,584,000
Subsequent years		15,294,000
TOTAL		52,915,000

NOTES TO FINANCIAL STATEMENTS (cont'd)

for the year ended March 31, 1990

6. CONTINGENCIES

Agents' Stocking Program

The Branch has authorized suppliers' agents to import and warehouse liquor for subsequent resale to the Branch. Under this arrangement, the Branch has a contractual obligation to purchase all inventories held by the agent should he/she opt out of the program. As at March 31,1990, the value of agents' inventories totals approximately $22,600,000 and the future liability for federal taxes thereon is $11,800,000.

Employee Sick Bank

Prior to January, 1978, eligible employees accrued 1.25 days per month towards an employee sick bank. The accumulated unused banked hours are paid at 50% only on retirement. The sick bank liability as at March 31, 1990, is approximately $2,000,000.

7. SUPERANNUATION FUND

The Liquor Distribution Branch is an approved employer under the Pension (Public Service) Act. Eligible employees of the Branch contribute to the Public Service Superannuation Fund at a rate of 4.25% of pensionable salary up to the year's maximum pensionable earnings as defined in the Canada Pension Plan and at a rate of 5.75% of pensionable salary in excess of the year's maximum pensionable earnings. An additional 1.25% of pensionable salary is deducted and used to finance the payment of inflation adjustment supplements. In addition to matching the employees' contributions, the Branch contributes an additional 2.5% of pensionable salary for basic pension benefits.

An actuarial evaluation of the Public Service Superannuation Fund was made at March 31, 1987. Details of the unfunded liability are described in the Public Service Superannuation Fund financial statements included in the Public Accounts. The portion of the unfunded liability attributable to the Liquor Distribution Branch was not determined by the actuary.

8. SUBSEQUENT EVENTS

On May 9, 1990, Canadian Airlines International Ltd. commenced a Supreme Court action for the return of all Provincial mark-up amounts paid. This action alleges that all monies paid to the Branch up to this date were "paid under a unilateral mistake of law." The liability of the Branch (if any) under this claim is not determinable with any degree of accuracy at this time.

OPERATING EXPENSES

for the year ended March 31, 1990

	Warehouse $	Retail Store $	Administration $	1990 Total $	1989 Total $
Salaries and Wages	5,855,800	55,699,833	11,986,781	73,542,414	65,760,793
Superannuation	437,521	4,241,050	859,459	5,538,030	4,950,353
Unemployment Insurance	139,256	1,349,855	273,550	1,762,661	1,709,726
Dental and Extended Health	100,013	969,462	196,464	1,265,939	1,157,788
Canada Pension	102,384	992,441	201,120	1,295,945	1,142,382
Workers' Compensation Board	81,184	786,948	159,478	1,027,610	1,119,190
B.C. Medical	96,436	934,792	189,438	1,220,666	1,117,359
Long Term Disability	44,341	429,815	87,103	561,259	422,360
Group Insurance	23,012	223,061	45,204	291,277	234,831
Staff Benefits	4,950	8,774	64,844	78,568	181,455
Commissions	-	6,626,094	14,604,693	21,230,787	16,243,311
Rents	272,814	13,089,431	718,405	14,080,650	12,242,776
Data Processing	-	-	6,354,430	6,354,430	5,493,978
Freight to Stores	-	3,672,208	-	3,672,208	3,513,653
Depreciation	510,099	1,317,526	1,082,079	2,909,704	2,797,709
Sundries	138,806	802,851	1,183,094	2,124,751	2,061,430
Repairs and Maintenance	119,925	1,175,037	1,808,785	3,103,747	1,915,289
Light, Water and Fuel	106,040	1,477,927	246,532	1,830,499	1,928,113
Printing, Stationery and Postage	4,272	60,819	1,498,970	1,564,061	1,518,990
Store Wrapping Supplies	-	1,232,292	-	1,232,292	1,280,972
Janitorial and Scavenging	27,715	982,613	278,568	1,288,896	1,135,684
Travelling	18,991	164,744	1,246,033	1,429,768	1,031,912
Telephone and Telegraph	31,237	336,911	644,652	1,012,800	913,767
Armoured Car Service	-	-	512,803	512,803	510,978
Property Charges	24,940	99,717	341,297	465,954	500,980
Warehouse Equipment Costs	288,316	-	-	288,316	257,814
Bank Charges	-	-	20,613	20,613	6,057
	8,428,052	96,674,201	44,604,395	149,706,648	131,149,650

STORE SALES BY ECONOMIC DEVELOPMENT REGION

for the year ended March 31, 1990

STORE NUMBER	NAME	SALES RETAIL $	SALES LITRES	LITRE PRODUCT MIX SPIRITS %	WINE %	COOLERS/ CIDER %	BEER %
	VANCOUVER ISLAND/COAST						
225	ALERT BAY	518,543	88,598	14.3	12.1	16.7	56.9
171	BELLA BELLA	756,793	136,440	15.8	3.4	6.6	74.1
232	BELLA COOLA	1,026,157	213,529	11.3	7.9	8.1	72.7
5	CAMPBELL RIVER	11,681,414	2,075,016	13.2	14.8	7.1	65.0
206	CHEMAINUS	1,857,651	376,448	11.4	12.8	6.8	69.0
235	COMOX	3,278,866	593,467	12.3	21.1	6.7	59.9
10	COURTENAY	9,271,738	1,808,299	11.1	15.2	6.8	66.8
8	CUMBERLAND	722,606	186,486	7.4	6.7	4.6	81.3
12	DUNCAN	8,774,260	1,602,097	12.5	18.1	6.8	62.6
134	GABRIOLA ISLAND	775,888	153,593	10.0	19.6	6.0	64.4
204	GANGES	3,331,110	564,048	13.1	21.1	5.3	60.5
55	GOLD RIVER	1,022,493	250,871	7.7	6.4	4.3	81.6
24	LADYSMITH	2,283,302	468,822	11.4	10.7	4.7	73.2
67	LAKE COWICHAN	1,588,534	379,613	8.9	6.9	5.6	78.6
173	MILL BAY	2,398,905	429,337	13.1	17.7	5.3	63.9
	NANAIMO						
33	- Cavan	4,464,659	702,326	16.9	18.4	6.2	58.5
159	- Harewood	4,515,346	664,295	18.4	22.7	5.6	53.3
243	- Terminal Park	10,409,867	1,649,062	15.6	19.9	8.7	55.8
	PARKSVILLE						
42	- Parksville	4,304,189	797,655	12.1	17.5	6.7	63.7
157	- Parksville North	2,590,777	456,723	13.4	19.2	5.0	62.3
155	PENDER ISLAND	728,348	127,010	12.5	22.5	6.6	58.5
	PORT ALBERNI						
40	- Port Alberni	3,907,534	789,858	11.5	11.8	5.1	71.6
104	- Northport	4,049,624	817,915	11.2	12.8	6.2	69.8
128	PORT ALICE	467,603	93,288	11.3	9.1	5.8	73.8
	PORT HARDY						
168	- Market Street	197,366	46,793	11.4	13.5	3.1	71.9
236	- Port Hardy	2,381,767	403,097	14.1	16.8	8.8	60.2
115	PORT MCNEILL	2,092,775	390,913	12.4	11.2	8.3	68.1
41	POWELL RIVER	6,037,445	1,127,576	12.2	16.2	7.5	64.1
34	QUALICUM	3,339,236	559,024	14.4	21.1	5.8	58.6
50	SIDNEY	8,067,678	1,271,228	14.4	26.8	5.4	53.4
229	SOOKE	2,203,882	431,861	11.9	12.6	5.6	69.9
56	TAHSIS	394,347	69,278	14.7	8.6	7.8	68.9
118	TOFINO	1,199,298	246,538	8.8	14.3	5.4	71.5
216	UCLUELET	1,122,026	232,643	10.3	11.0	6.5	72.2
	VICTORIA (GREATER)						
59	- Trafalgar Square	4,338,267	1,066,281	7.0	13.1	3.2	76.7
61	- Windsor Court Mall	4,115,540	680,055	13.1	22.8	4.3	59.9
68	- Esquimalt	3,132,252	599,008	12.4	14.8	4.4	68.4
124	- Gorge & Tillicum	9,172,185	1,893,869	10.4	13.9	5.0	70.8
125	- Langford	4,667,799	992,151	10.3	12.4	5.2	72.1
140	- Cedar Hill	5,500,928	945,556	12.7	24.2	4.8	58.4
150	- James Bay	3,335,847	578,410	12.5	24.1	3.7	59.7
161	- Quadra & Hillside	9,300,021	2,039,497	8.7	12.8	5.0	73.6
218	- Fort Street	14,148,262	2,151,616	12.1	31.2	4.4	52.3

STORE SALES BY ECONOMIC DEVELOPMENT REGION (cont'd)

for the year ended March 31, 1990

STORE NUMBER	NAME	SALES RETAIL $	SALES LITRES	LITRE PRODUCT MIX SPIRITS %	WINE %	COOLERS/ CIDER %	BEER %
219	- Colwood	4,146,834	827,454	11.0	15.7	5.6	67.7
231	- Government St. Licensee	14,018,068	2,426,028	10.9	24.0	7.8	57.3
242	- Saanich	9,982,795	1,861,760	10.9	20.1	5.3	63.8
	MAINLAND/SOUTHWEST						
1	ABBOTSFORD	6,078,736	1,106,012	12.4	18.5	6.2	62.9
64	AGASSIZ	1,821,012	365,260	9.3	16.4	5.5	68.8
109	ALDERGROVE	4,389,796	886,377	11.1	13.6	5.5	69.8
	BURNABY						
77	- Lougheed Plaza	8,117,048	1,349,733	13.3	22.2	6.0	58.4
121	- Royal Oak & Rumble	4,382,897	859,212	11.0	15.9	3.7	69.4
137	- Kensington	3,930,773	726,047	11.8	18.2	4.1	65.9
203	- South Burnaby	5,819,989	1,081,760	11.5	18.7	4.3	65.5
217	- North Burnaby	10,129,848	1,980,210	10.1	16.5	4.9	68.5
220	- Middlegate Mall	9,557,847	1,960,536	9.8	13.7	4.9	71.5
	CHILLIWACK						
7	- Chilliwack	7,268,166	1,301,232	13.6	16.1	7.3	62.9
170	- ChilliwackMall	4,158,148	683,148	15.7	18.8	6.2	59.4
149	CLEARBROOK	7,191,020	1,347,937	12.6	14.0	4.9	68.5
	COQUITLAM						
153	- Como Lake	4,401,534	818,496	10.9	19.6	5.4	64.1
200	- Austin Road	4,431,554	875,924	11.1	15.4	3.8	69.7
	DELTA						
145	- Scottsdale	7,446,252	1,221,535	14.2	22.6	5.9	57.3
241	- Kennedy Heights	9,442,708	1,613,212	14.7	15.4	5.9	64.0
127	FORT LANGLEY	1,138,178	232,177	10.9	13.3	2.6	73.2
80	GIBSONS	3,862,670	717,033	12.4	15.1	5.2	67.2
71	HOPE	2,841,100	604,357	10.4	10.1	5.7	73.8
25	LADNER	4,708,723	812,018	13.2	21.6	7.3	57.9
	LANGLEY						
22	- Langley	6,057,468	971,049	15.7	20.9	6.0	57.4
158	- Langley Willowbrook	8,801,410	1,427,002	14.8	20.9	6.6	57.7
23	LILLOOET	1,501,431	317,635	9.6	13.4	6.0	71.0
93	MADEIRA PARK	1,331,363	224,242	15.3	16.1	6.1	62.6
	MAPLE RIDGE						
164	West Maple Ridge	4,671,921	851,068	13.0	16.1	6.2	64.7
65	Haney	6,491,464	1,111,301	14.3	18.5	5.9	61.3
27	MISSION PLAZA	4,937,553	928,053	12.7	13.5	6.1	67.7
	NEW WESTMINSTER						
31	- 10th Street	8,392,213	1,542,227	12.0	15.9	5.3	66.8
97	- 8th & McBride	4,104,592	745,615	12.9	18.1	3.9	65.1
	NORTH VANCOUVER						
30	- 2nd Street	7,780,814	1,534,615	9.8	18.2	4.8	67.2
107	- Westview	8,949,614	1,624,210	10.4	21.7	5.0	62.9
133	- Dollarton	3,268,571	576,347	10.7	25.6	4.1	59.6
152	- Capilano Mall	4,082,703	689,171	12.5	25.4	4.7	57.4
247	- Lynn Valley	8,370,995	1,606,327	9.9	20.9	4.5	64.6
101	PEMBERTON	1,030,560	240,131	7.8	9.6	6.4	76.2
165	PITT MEADOWS	1,526,330	292,681	11.4	17.1	6.4	65.2

STORE SALES BY ECONOMIC DEVELOPMENT REGION (cont'd)

for the year ended March 31, 1990

STORE NUMBER	NAME	SALES RETAIL $	SALES LITRES	LITRE PRODUCT MIX SPIRITS %	WINE %	COOLERS/ CIDER %	BEER %
	PORT COQUITLAM						
11	- Port Coquitlam	4,149,866	741,377	13.2	16.7	6.5	63.6
89	- Prairie Mall	2,990,198	595,734	11.1	14.3	4.4	70.2
163	- Westwood Mall	7,508,986	1,260,558	14.1	19.1	6.2	60.7
205	PORT MOODY	3,265,973	591,835	12.0	19.7	5.1	63.2
	RICHMOND						
76	- Brighouse	11,810,262	2,023,015	12.2	20.4	5.0	62.4
120	- Shellmont	4,035,200	871,495	9.2	14.2	3.3	73.2
176	- Blundell	6,313,472	1,104,712	11.9	22.6	4.5	61.0
244	- Seafair	6,508,986	1,150,676	12.1	21.5	5.2	61.2
230	SECHELT	3,988,239	706,623	13.0	17.9	5.2	64.0
208	SQUAMISH	3,341,712	639,385	11.9	13.0	5.4	69.7
	SURREY						
70	- Cloverdale	3,834,696	726,539	12.7	14.8	4.4	68.1
110	- Ocean Park	4,635,399	745,103	12.8	29.2	4.9	53.1
116	- North Surrey	5,999,285	1,046,074	14.4	14.9	6.0	64.7
122	- Whalley	6,350,046	1,135,355	13.9	15.3	5.3	65.5
172	- Newton	6,006,502	1,123,492	12.6	14.6	5.0	67.8
240	- Guildford	7,174,154	1,182,596	14.8	20.2	5.2	59.9
98	TSAWWASSEN	5,236,178	804,779	14.1	31.9	3.6	50.4
	VANCOUVER						
38	- Marpole	8,623,250	2,247,668	5.8	11.5	2.3	80.4
53	- Harbour Centre	3,031,214	487,385	13.5	23.2	3.3	60.0
58	- Hastings & Slocan	9,238,671	2,256,709	6.8	8.3	2.9	82.0
87	- Victoria Drive	9,422,642	1,857,253	11.2	11.3	4.4	73.2
90	- Jericho Village	5,595,576	1,045,922	8.1	23.6	4.7	63.5
94	- Bute Street	4,572,992	883,781	9.6	18.8	4.0	67.5
100	- Central Licensee	65,253,456	5,971,268	30.1	40.1	8.9	20.8
102	- Dunbar	5,982,077	1,041,430	8.6	29.5	3.9	57.9
111	- Commercial Drive	6,550,719	1,413,240	8.0	13.2	3.5	75.3
112	- Cardero	5,049,756	929,852	9.9	22.0	4.0	64.1
113	- Senlac	9,593,219	2,027,547	9.7	11.4	4.1	74.7
117	- Broadway & Maple	10,947,554	2,101,582	8.2	20.9	4.4	66.5
123	- Kingsgate Mall	7,751,871	1,751,813	7.9	10.9	3.8	77.4
129	- Thurlow	9,685,981	1,278,566	9.4	33.5	3.7	53.4
136	- Arbutus	4,070,640	516,260	15.1	43.2	3.5	38.1
141	- 13th & Granville	3,070,041	485,938	11.2	28.9	4.9	55.0
144	- Mandarin Centre	1,583,329	194,413	21.4	26.1	2.1	50.4
146	- 18th & Cambie	3,639,059	684,551	8.6	21.3	5.0	65.1
160	- 39th & Cambie	12,803,901	1,680,797	11.5	32.1	3.1	53.3
177	- Crossroads	1,032,137	192,865	7.6	21.5	2.1	68.7
210	- Kerrisdale	4,071,925	662,807	12.3	27.0	3.0	57.6
233	- Robson Street	9,166,530	1,864,356	7.9	18.0	3.8	70.4
237	- 28th & Main	4,902,380	1,042,880	9.1	10.8	3.3	76.8
	WEST VANCOUVER						
72	- West Vancouver	6,858,601	1,024,711	13.5	31.2	3.1	52.2
175	- Caulfeild	3,441,918	516,953	11.1	33.4	3.6	51.9
228	- Park Royal	8,425,539	1,080,252	14.5	41.9	3.5	40.1
302	WHISTLER	5,583,376	1,065,330	7.5	18.0	4.7	69.8

STORE SALES BY ECONOMIC DEVELOPMENT REGION (cont'd)

for the year ended March 31, 1990

STORE NUMBER	NAME	SALES RETAIL $	SALES LITRES	LITRE PRODUCT MIX SPIRITS %	WINE %	COOLERS/ CIDER %	BEER %
6	WHITE ROCK	8,715,966	1,389,991	14.6	24.8	4.2	56.4
	THOMPSON/OKANAGAN						
215	ARMSTRONG	1,454,999	313,599	10.6	9.4	4.6	75.4
2	ASHCROFT	641,974	134,346	10.4	11.8	4.3	73.5
138	BARRIERE	667,682	145,665	10.3	8.2	8.7	72.8
60	CACHE CREEK	794,610	159,556	11.8	10.5	8.0	69.7
226	CHASE	2,296,137	399,033	15.6	12.9	8.0	63.5
88	CLEARWATER	1,330,100	266,023	12.0	9.3	8.1	70.5
201	CLINTON	792,313	182,165	9.5	6.5	4.7	79.2
49	ENDERBY	1,410,727	299,081	10.8	10.0	6.3	72.9
16	GOLDEN	2,217,238	426,768	11.4	10.5	5.9	72.1
	KAMLOOPS						
21	- Kamloops	5,497,079	1,080,398	11.5	13.6	5.6	69.4
79	- Columbia Place	4,797,262	850,480	12.2	20.4	8.4	59.1
108	- Valleyview	2,827,790	524,037	13.0	15.0	7.0	65.0
147	- Westsyde	1,032,432	230,436	9.7	11.2	6.4	72.7
223	- Kamloops North	6,401,384	1,167,885	14.2	12.0	7.1	66.7
	KELOWNA						
20	- Leon	1,780,225	370,724	11.0	11 9	3.3	73.9
103	- Capri	3,546,211	676,721	12.4	15.2	4.1	68.2
143	- Westbank	3,548,719	674,327	13.1	14.6	5.5	66.9
148	- Mission Park	3,260,333	603,183	12.6	17.4	4.3	65.8
167	- Orchard Park	12,551,476	2,265,125	13.0	16.1	7.2	63.7
246	- Willow Park	3,412,357	791,832	9.5	8.6	3.6	78.3
19	KEREMEOS	865,935	198,056	9.4	8.2	3.8	78.7
139	LOGAN LAKE	506,654	105,276	11.4	9.2	4.3	75.1
214	LUMBY	1,046,765	244,950	9.0	6.3	5.9	78.8
209	LYTTON	460,852	101,016	9.1	13.7	5.4	71.8
29	MERRITT	2,662,666	588,708	13.9	13.3	5.2	67.5
69	OLIVER	1,731,988	369,296	9.9	13.5	4.6	72.0
83	OSOYOOS	2,116,023	462,027	9.2	11.9	7.9	71.0
	PENTICTON						
39	- Martin Street	4,305,243	725,691	14.6	18.7	6.3	60.4
130	- Penticton Plaza	5,787,752	1,097,252	12.2	16.6	5.9	65.3
37	PRINCETON	1,937,675	462,462	8.8	6.8	4.1	80.2
45	REVELSTOKE	2,799,806	553,831	10.8	11.8	5.2	72.1
48	SALMON ARM	4,910,335	971,778	11.8	12.8	6.5	68.9
92	SICAMOUS	1,492,428	309,833	11.4	7.6	7.2	73.7
86	SUMMERLAND	2,060,319	453,021	9.6	12.6	3.9	73.9
	VERNON						
62	- Vernon	6,219,057	1,137,654	13.7	14.8	4.5	67.1
135	- Polson Place	5,062,890	802,450	16.4	20.5	9.7	53.3
166	WINFIELD	1,551,171	336,633	10.1	11.6	5.7	72.6
	KOOTENAY						
78	CASTLEGAR	2,919,585	546,034	12.7	15.2	7.1	65.0
9	CRANBROOK	6,254,581	1,149,550	13.7	14.2	4.7	67.4

STORE SALES BY ECONOMIC DEVELOPMENT REGION (cont'd)

for the year ended March 31, 1990

STORE NUMBER	NAME	SALES RETAIL $	SALES LITRES	LITRE PRODUCT MIX SPIRITS %	WINE %	COOLERS/ CIDER %	BEER %
	CRESTON						
75	- Valley Mall	2,092,954	421,330	11.6	10.4	3.9	74.0
162	- Canyon Street	689,045	147,054	10.8	9.4	2.5	77.4
131	ELKFORD	514,840	107,518	11.1	6.9	5.4	76.6
13	FERNIE	1,951,360	372,667	12.5	12.4	5.8	69.3
95	FRUITVALE	889,834	238,844	6.6	7.6	3.6	82.3
15	GRAND FORKS	2,116,931	351,473	16.5	14.8	7.5	61.2
14	GREENWOOD	288,008	53,990	14.5	6.8	5.5	73.2
17	INVERMERE	3,130,003	566,949	12.0	16.3	5.9	65.8
18	KASLO	748,472	173,221	8.2	8.9	4.0	78.8
66	KIMBERLEY	2,081,990	400,079	12.5	13.8	4.8	69.0
202	NAKUSP	1,199,614	271,986	9.3	7.4	5.0	78.3
32	NELSON	4,935,297	846,929	13.7	18.9	7.1	60.3
74	NEW DENVER	373,341	85,507	8.3	9.3	5.2	77.2
245	RADIUM	1,147,763	273,977	7.1	8.1	5.0	79.8
44	ROSSLAND	1,067,677	222,042	9.0	16.5	4.6	69.9
207	SALMO	567,832	123,712	10.4	8.3	3.4	77.9
28	SPARWOOD	1,213,557	246,532	12.1	6.5	3.6	77.8
51	TRAIL	3,240,542	594,688	13.2	19.7	5.3	61.7
	CARIBOO						
221	100 MILE HOUSE	4,125,638	774,033	13.2	12.5	6.1	68.1
106	MACKENZIE	2,316,123	479,698	11.3	6.5	4.6	77.7
26	MCBRIDE	555,118	132,402	8.2	6.8	3.5	81.5
	PRINCE GEORGE						
114	- Hart	1,947,256	391,963	12.2	8.4	4.5	74.9
126	- 10th Ave.	7,024,310	1,190,639	15.4	11.6	5.0	67.9
154	- College Heights	2,352,691	464,542	12.0	10.2	4.4	73.4
174	- 4th Ave.	12,498,711	2,441,789	12.0	11.9	6.5	69.6
	QUESNEL						
43	- Quesnel	4,150,820	673,506	16.9	13.4	6.8	62.9
156	- Quesnel West	1,412,303	270,351	13.3	10.7	4.6	71.4
96	VALEMOUNT	766,682	162,662	9.8	7.7	4.4	78.1
63	WILLIAMS LAKE	6,726,872	1,014,852	18.8	19.3	6.9	55.0
	NORTH COAST						
227	HAZELTON	1,049,483	245,380	7.2	9.9	8.5	74.5
213	KITIMAT	3,784,859	777,687	10.4	10.0	5.2	74.4
105	MASSET	1,346,322	284,679	8.8	10.2	6.6	74.4
35	PRINCE RUPERT	6,621,542	1,099,201	14.7	13.7	11.5	60.0
211	QUEEN CHARLOTTE CITY	1,331,537	256,892	11.0	9.4	7.0	72.6
47	STEWART	516,593	98,118	12.1	8.6	7.1	72.2
52	TERRACE	5,836,470	1,013,082	14.0	13.4	8.1	64.5
	NECHAKO						
73	BURNS LAKE	1,751,599	365,535	10.7	9.9	4.6	74.8
248	FORT ST. JAMES	1,398,555	321,395	8.7	11.8	3.0	76.5
91	FRASER LAKE	793,367	162,330	10.8	11.2	6.6	71.4
119	GRANISLE	423,588	118,519	5.5	2.4	2.3	89.8
99	HOUSTON	1,552,247	347,257	9.6	6.2	5.5	78.8

STORE SALES BY ECONOMIC DEVELOPMENT REGION (cont'd)

for the year ended March 31, 1990

STORE NUMBER	NAME	SALES RETAIL $	SALES LITRES	LITRE PRODUCT MIX SPIRITS %	WINE %	COOLERS/ CIDER %	BEER %
46	SMITHERS	3,741,051	757,560	10.3	12.1	7.2	70.4
81	VANDERHOOF	1,685,195	353,361	10.4	11.5	5.2	72.9
	PEACE RIVER						
4	ATLIN	328,364	79,452	6.2	8.8	3.6	81.4
84	CASSIAR	829,785	163,354	10.3	10.7	6.7	72.4
238	CHETWYND	1,513,013	312,468	11.4	6.4	5.4	76.8
212	DAWSON CREEK	4,709,604	803,125	15.8	11.4	6.4	66.5
222	FORT NELSON	2,097,506	342,611	16.6	10.1	7.3	65.9
3	FORT ST. JOHN	6,308,571	1,080,254	15.1	13.1	8.1	63.7
234	HUDSON HOPE	322,087	75,161	8.7	6.3	2.9	82.0
169	TUMBLER RIDGE	1,273,801	268,757	10.1	7.7	5.5	76.7
TOTAL BRITISH COLUMBIA LIQUOR STORES		958,144,796	170,532,805	12.4	17.9	5.5	64.2

Note: Figures reported are sales by Liquor Distribution Branch stores only.

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